

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-2 (canceled)

1 Claim 3 (previously amended): The medium recited in
2 claim 106 wherein the code comprises an advertising tag, the
3 management server comprises an advertising server and the
4 information object comprises a web advertisement.

1 Claim 4 (previously presented): The medium recited in
2 claim 3 wherein said one file comprises an Ad Descriptor
3 file or at least one advertising file specified in the Ad
4 Descriptor file, the advertising file being either a media
5 file or a player file.

1 Claim 5 (previously presented): The media recited in claim 4
2 wherein the advertising code comprises an advertising tag,
3 which, when executed by the computer, causes the computer to
4 dynamically write a plurality of predefined applet tags that
5 collectively implement a script into the first web page,
6 wherein the script, when subsequently executed by the
7 computer, causes the computer to download an agent from a
8 predefined distribution server into memory in the computer
9 and thereafter instantiate and execute the agent.

1 Claim 6 (previously presented): The media recited in claim 5
2 wherein the user-initiated event is an affirmative action
3 taken by the user, through a web browser, to navigate from
4 the first web page to the next successive web page, wherein
5 the action comprises a mouse click, a key depression or a
6 user-invoked state change in a stored history of web pages
7 previously visited by the user.

1 Claim 7 (previously presented): The media recited in claim 6
2 wherein the computer executes the web browser which, in
3 turn, executes the first web page, comprising the tag, and
4 subsequently the agent.

1 Claim 8 (previously presented): The media recited in claim 7
2 wherein the agent overrides default life cycle methods
3 defined in the web browser with corresponding substitute
4 methods such that the agent persistently remains in browser
5 storage as the browser transitions across successive web
6 pages and different web sites.

1 Claim 9 (previously presented): The media recited in claim 8
2 wherein the agent comprises:

3 a Transition Sensor applet; and

4 an Ad Controller applet;

5 wherein the Transition Sensor applet instantiates and
6 starts execution of the Ad Controller applet, monitors a
7 user click-stream so as to detect the user-initiated event,
8 and:

9 instructs the Ad Controller applet to download the
10 Ad Descriptor file for the web advertisement from the

11 advertising server into the browser storage on the computer;
12 and

13 in response to an occurrence of the event,
14 instructs the Ad Controller applet to cease any download of
15 a further advertisement file specified in the Ad Descriptor
16 file, to the extent any downloading of said further
17 advertisement file is then occurring, and to initiate
18 processing, through the browser, of files for an
19 advertisement that has been previously downloaded and is
20 currently ready to be rendered so as to render the
21 previously downloaded advertisement during the next
22 interstitial interval to the user.

1 Claim 10 (previously amended): The media recited in claim 9
2 wherein the corresponding substitute methods cause the Ad
3 Controller and Transition Sensor applets to persistently
4 remain in the browser storage as the browser transitions
5 across successive web pages and different web sites.

Claim 11 (canceled)

1 Claim 12 (previously presented): The media recited in
2 claim 10 wherein as a result of executing the tag, the
3 computer determines, through the agent, whether a new
4 version of either the Transition Sensor applet or the Ad
5 Controller applet then resides on the distribution server
6 relative to a corresponding version, if any, of the
7 Transition Sensor and Ad Controller applets, respectively,
8 then residing in the browser storage; and
9 if said new version exists on the distribution server,
10 downloading the new version from the distribution server

11 into the browser storage and executing the new version in
12 lieu of the corresponding version.

1 Claim 13 (previously amended): The media recited in claim 10
2 wherein the advertising tag further comprises first and
3 second components, the first and second components
4 specifying the script and the advertising server,
5 respectively.

1 Claim 14 (previously presented): The media recited in
2 claim 13 wherein, in response to the second component
3 contained in the tag, the Ad Controller applet downloads the
4 Ad Descriptor file originating from the advertising server
5 specified in the second component.

1 Claim 15 (previously presented): The media recited in
2 claim 14 wherein the Ad Descriptor file comprises a manifest
3 of names of a plurality of predefined advertising files and
4 associated configuration information necessary to properly
5 play the downloaded advertisement through the browser.

1 Claim 16 (previously amended): The media recited in claim 15
2 wherein the advertising files comprise at least one media
3 file or at least one player file necessary to render the one
4 media file.

1 Claim 17 (previously amended): The media recited in claim 16
2 wherein the Ad Descriptor file comprises a list having: a
3 name of each player and media file that constitutes the
4 downloaded advertisement, a corresponding network address at
5 which said each file can be accessed, configuration

6 information for at least one of the player files for
7 properly configuring a corresponding player to render an
8 associated media file.

1 Claim 18 (previously presented): The media recited in
2 claim 17 wherein the Ad Controller applet comprises a play
3 queue, and wherein the Ad Controller applet:

4 once all the advertising files specified in an
5 associated Ad Descriptor file for a corresponding
6 advertisement reside in the browser storage on the computer,
7 inserts the associated Ad Descriptor file into an end of the
8 play queue; and

9 in response to the user-initiated event and during the
10 ensuing interstitial interval, processes advertising files
11 specified in a specific Ad Descriptor file then situated at
12 a head of the play queue so as to render, through the output
13 device, an advertisement, corresponding to the specific Ad
14 Descriptor file, to the user.

Claim 19 (canceled)

1 Claim 20 (previously amended): The media recited in claim 18
2 wherein as a result of executing the tag, the computer
3 determines, through the agent, whether a new version of
4 either the Transition Sensor applet or the Ad Controller
5 applet then resides on the distribution server relative to a
6 corresponding version, if any, of the Transition Sensor and
7 Ad Controller applets, respectively, then residing in the
8 browser storage; and

9 if said new version exists on the distribution server,
10 downloading the new version from the distribution server

11 into the browser storage and executing the new version in
12 lieu of the corresponding version.

1 Claim 21 (previously presented): The media recited in
2 claim 4 wherein the user-initiated event is an affirmative
3 action taken by the user, through a browser, to navigate
4 from the first web page to the next successive web page,
5 wherein the action comprises a mouse click, a key depression
6 or a user-invoked state change in a stored history of web
7 pages previously visited by the user.

1 Claim 22 (previously presented): The media recited in
2 claim 21 wherein the computer executes the web browser
3 which, in turn, executes the first web page, comprising the
4 tag, and subsequently the agent.

1 Claim 23 (previously presented): The media recited in
2 claim 22 wherein the agent overrides default life cycle
3 methods defined in the web browser with corresponding
4 substitute methods such that the agent persistently remains
5 in browser storage as the browser transitions across
6 successive web pages and different web sites.

1 Claim 24 (previously presented): The media recited in
2 claim 23 wherein the agent comprises:
3 a Transition Sensor applet; and
4 an Ad Controller applet;
5 wherein the Transition Sensor applet instantiates and
6 starts execution of the Ad Controller applet, monitors a
7 user click-stream so as to detect the user-initiated event,
8 and:

9 instructs the Ad Controller applet to download the
10 Ad Descriptor file for the web advertisement from the
11 advertising server into the browser storage on the computer;
12 and

13 in response to an occurrence of the event,
14 instructs the Ad Controller applet to cease any download of
15 a further advertisement file specified in the Ad Descriptor
16 file, to the extent any downloading of said further
17 advertisement file is then occurring, and to initiate
18 processing, through the browser, of files for an
19 advertisement that has been previously downloaded and is
20 currently ready to be rendered so as to render the
21 previously downloaded advertisement during the next
22 interstitial interval to the user.

1 Claim 25 (previously amended): The media recited in claim 24
2 wherein the corresponding substitute methods cause the Ad
3 Controller and Transition Sensor applets to persistently
4 remain in the browser storage as the browser transitions
5 across successive web pages and different web sites.

Claim 26 (canceled)

1 Claim 27 (previously presented): The media recited in
2 claim 25 wherein as a result of executing the tag, the
3 computer determines, through the agent, whether a new
4 version of either the Transition Sensor applet or the Ad
5 Controller applet then resides on the distribution server
6 relative to a corresponding version, if any, of the
7 Transition Sensor and Ad Controller applets, respectively,
8 then residing in the browser storage; and

9 if said new version exists on the distribution server,
10 downloading the new version from the distribution server
11 into the browser storage and executing the new version in
12 lieu of the corresponding version.

1 Claim 28 (previously amended): The media recited in claim 25
2 wherein the advertising tag further comprises a component
3 specifying the advertising server.

1 Claim 29 (previously presented): The media recited in
2 claim 28 wherein, in response to the second component
3 contained in the tag, the Ad Controller applet downloads the
4 Ad Descriptor file originating from the advertising server
5 specified in the second component.

1 Claim 30 (previously presented): The media recited in
2 claim 29 wherein the Ad Descriptor file comprises a manifest
3 of names of a plurality of predefined advertising files and
4 associated configuration information necessary to properly
5 play the downloaded advertisement through the browser.

1 Claim 31 (previously presented): The media recited in
2 claim 30 wherein the advertising files comprise at least one
3 media file or at least one player file necessary to render
4 an associated media file.

1 Claim 32 (previously amended): The media recited in claim 31
2 wherein the Ad Descriptor file comprises a list having: a
3 name of each player and media file that constitutes the
4 downloaded advertisement, a corresponding network address at
5 which said each file can be accessed, configuration

6 information for at least one of the player files for
7 properly configuring a corresponding player to render an
8 associated media file.

1 Claim 33 (previously presented): The media recited in
2 claim 32 wherein the Ad Controller applet comprises a play
3 queue, and wherein the Ad Controller applet:

4 once all the advertising files specified in an
5 associated Ad Descriptor file for a corresponding
6 advertisement, reside in the browser storage on the
7 computer, inserts the associated Ad Descriptor file into an
8 end of the play queue; and

9 in response to the user-initiated event and during the
10 ensuing interstitial interval, processes advertising files
11 specified in a specific Ad Descriptor file then situated at
12 a head of the play queue so as to render, through the output
13 device, an advertisement, corresponding to the specific Ad
14 Descriptor file, to the user.

Claim 34 (canceled)

1 Claim 35 (previously amended): The media recited in claim 33
2 wherein as a result of executing the tag, the computer
3 determines, through the agent, whether a new version of
4 either the Transition Sensor applet or the Ad Controller
5 applet then resides on the distribution server relative to a
6 corresponding version, if any, of the Transition Sensor and
7 Ad Controller applets, respectively, then residing in the
8 browser storage; and

9 if said new version exists on the distribution server,
10 downloading the new version from the distribution server

11 into the browser storage and executing the new version in
12 lieu of the corresponding version.

Claim 36 (canceled)

1 Claim 37 (previously amended): The method recited in
2 claim 107 wherein the code comprises an advertising tag, the
3 management server comprises an advertising server and the
4 information object comprises a web advertisement.

1 Claim 38 (previously presented): The method recited in
2 claim 37 wherein said one file comprises an Ad Descriptor
3 file or at least one advertising file specified in the Ad
4 Descriptor file, the advertising file being either a media
5 file or a player file.

1 Claim 39 (previously presented): The method recited in
2 claim 38, wherein the advertising code comprises an
3 advertising tag, further comprising the steps executed by
4 the processor, in response to execution of the tag, of:
5 dynamically writing a plurality of predefined applet
6 tags that collectively implement a script into the first web
7 page; and
8 downloading, in response to subsequent execution of the
9 script, an agent from a predefined distribution server into
10 the memory and thereafter instantiating and executing the
11 agent.

1 Claim 40 (previously presented): The method recited in
2 claim 39 wherein the user-initiated event is an affirmative
3 action taken by the user, through a web browser, to navigate

4 from the first web page to the next successive web page,
5 wherein the action comprises a mouse click, a key depression
6 or a user-invoked state change in a stored history of web
7 pages previously visited by the user.

1 Claim 41 (previously amended): The method recited in
2 claim 40 further comprising the of step, performed by the
3 processor in response to the stored executable instructions,
4 of executing the first web page, including the tag, under
5 the web browser, and subsequently the agent.

1 Claim 42 (previously presented): The method recited in
2 claim 41 comprising the step, performed by the processor, in
3 response to execution of the agent, of overriding default
4 life cycle methods defined in the web browser with
5 corresponding substitute methods such that the agent
6 persistently remains in browser storage as the browser
7 transitions across successive web pages and different web
8 sites.

1 Claim 43 (previously presented): The method recited in
2 claim 42 wherein the agent comprises a Transition Sensor
3 applet, and an Ad Controller applet, further comprising the
4 step, in the Transition Sensor, of:

5 instantiating and starting execution of the Ad
6 Controller applet; and

7 monitoring a user click-stream so as to detect the
8 user-initiated event, the monitoring step comprising the
9 steps of:

10 instructing the Ad Controller applet to download
11 the Ad Descriptor file for the web advertisement from the

12 advertising server into the browser storage on the computer;
13 and

14 in response to an occurrence of the event,
15 instructing the Ad Controller applet to cease any download
16 of a further advertisement file specified in the Ad
17 Descriptor file, to the extent any downloading of said
18 further advertisement file is then occurring, and initiating
19 processing, through the browser, of files for an
20 advertisement that has been previously downloaded and is
21 currently ready to be rendered so as to render the
22 previously downloaded advertisement during the next
23 interstitial interval to the user.

1 Claim 44 (previously amended): The method recited in
2 claim 43 further comprising the step, as a result of the
3 corresponding substitute methods, of causing the Ad
4 Controller and Transition Sensor applets to persistently
5 remain in the browser storage as the browser transitions
6 across successive web pages and different web sites.

Claim 45 (canceled)

1 Claim 46 (previously presented): The method recited in
2 claim 44 further comprising the steps, performed by the
3 processor in response to executing the tag, of:

4 determining, through the agent, whether a new version
5 of either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a
7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and

10 if said new version exists on the distribution server,
11 downloading the new version from the distribution server
12 into the browser storage and executing the new version in
13 lieu of the corresponding version.

1 Claim 47 (previously amended): The method recited in
2 claim 44 wherein the advertising tag further comprises first
3 and second components, the first and second components
4 specifying the script and the advertising server,
5 respectively.

1 Claim 48 (previously presented): The method recited in
2 claim 47 further comprising the step, performed by the Ad
3 Controller applet in response to the second component
4 contained in the tag, of downloading the Ad Descriptor file
5 originating from the advertising server specified in the
6 second component.

1 Claim 49 (previously presented): The method recited in
2 claim 48 wherein the Ad Descriptor file comprises a manifest
3 of names of a plurality of predefined advertising files and
4 associated configuration information necessary to properly
5 play the downloaded advertisement through the browser.

1 Claim 50 (previously presented): The method recited in
2 claim 49 wherein the advertising files comprise at least one
3 media file, or said one media file and at least one player
4 file necessary to render the media file.

1 Claim 51 (previously amended): The method recited in
2 claim 50 wherein the Ad Descriptor file comprises a list

3 having: a name of each player and media file that
4 constitutes the downloaded advertisement, a corresponding
5 network address at which said each file can be accessed,
6 configuration information for at least one of the player
7 files for properly configuring a corresponding player to
8 render an associated media file.

1 Claim 52 (previously presented): The method recited in
2 claim 51 wherein the Ad Controller applet comprises a play
3 queue, further comprising the steps, performed by the Ad
4 Controller applet, of:

5 once all the advertising files specified in an
6 associated Ad Descriptor file for a corresponding
7 advertisement reside in the browser storage on the computer,
8 inserting the associated Ad Descriptor file into an end of
9 the play queue; and

10 in response to the user-initiated event and during the
11 ensuing interstitial interval, processing advertising files
12 specified in a specific Ad Descriptor file then situated at
13 a head of the play queue so as to render, through the output
14 device, an advertisement, corresponding to the specific Ad
15 Descriptor file, to the user.

Claim 53 (canceled)

1 Claim 54 (previously amended): The method recited in
2 claim 52 further comprising the steps, performed in the
3 processor in response to executing the tag, of:

4 determining, through the agent, whether a new version
5 of either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a

7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and

10 if said new version exists on the distribution server,
11 downloading the new version from the distribution server
12 into the browser storage and executing the new version in
13 lieu of the corresponding version.

1 Claim 55 (previously presented): The method recited in
2 claim 38 wherein the user-initiated event is an affirmative
3 action taken by the user, through a browser, to navigate
4 from the first web page to the next successive web page,
5 wherein the action comprises a mouse click, a key depression
6 or a user-invoked state change in a stored history of web
7 pages previously visited by the user.

1 Claim 56 (previously amended): The method recited in
2 claim 55 further comprising the steps, performed by the
3 processor in response to the stored executable instructions,
4 of executing the first web page, comprising the tag, under
5 the web browser, and subsequently the agent.

1 Claim 57 (previously presented): The method recited in
2 claim 56 comprising the step, performed by the processor, in
3 response to execution of the agent of, overriding default
4 life cycle methods defined in the web browser with
5 corresponding substitute methods such that the agent
6 persistently remains in browser storage as the browser
7 transitions across successive web pages and different web
8 sites.

1 Claim 58 (previously presented): The method recited in
2 claim 57 wherein the agent comprises a Transition Sensor
3 applet, and an Ad Controller applet, further comprising the
4 step, in the Transition Sensor, of:

5 instantiating and starting execution of the Ad
6 Controller applet; and

7 monitoring a user click-stream so as to detect the
8 user-initiated event, the monitoring step comprising the
9 steps of:

10 instructing the Ad Controller applet to download
11 the Ad Descriptor file for the web advertisement from the
12 advertising server into the browser storage on the computer;
13 and

14 in response to an occurrence of the event,
15 instructing the Ad Controller applet to cease any download
16 of a further advertisement file specified in the Ad
17 Descriptor file, to the extent any downloading of said
18 further advertisement file is then occurring, and initiating
19 processing, through the browser, of files for an
20 advertisement that has been previously downloaded and is
21 currently ready to be rendered so as to render the
22 previously downloaded advertisement during the next
23 interstitial interval to the user.

1 Claim 59 (previously amended): The method recited in
2 claim 58 further comprising the step, as a result of the
3 corresponding substitute methods, of causing the Ad
4 Controller and Transition Sensor applets to persistently
5 remain in the browser storage as the browser transitions
6 across successive web pages and different web sites.

Claim 60 (canceled)

1 Claim 61 (previously presented): The method recited in
2 claim 59 further comprising the steps, performed by the
3 processing in response to executing the tag, of:

4 determining, through the agent, whether a new version
5 of either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a
7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and

10 if said new version exists on the distribution server,
11 downloading the new version from the distribution server
12 into the browser storage and executing the new version in
13 lieu of the corresponding version.

1 Claim 62 (previously amended): The method recited in
2 claim 59 wherein the advertising tag further comprises a
3 component specifying the advertising server.

1 Claim 63 (previously presented): The method recited in
2 claim 62 further comprising the step, performed by the Ad
3 Controller applet in response to the second component
4 contained in the tag, of downloading the Ad Descriptor file
5 originating from the advertising server specified in the
6 second component.

1 Claim 64 (previously presented): The method recited in
2 claim 63 wherein the Ad Descriptor file comprises a manifest
3 of names of a plurality of predefined advertising files and

4 associated configuration information necessary to properly
5 play the downloaded advertisement through the browser.

1 Claim 65 (previously amended): The method recited in
2 claim 64 wherein the advertising files comprise at least one
3 media file, or said one media file and at least one player
4 file necessary to render the one media file.

1 Claim 66 (previously amended): The method recited in
2 claim 65 wherein the Ad Descriptor file comprises a list
3 having: a name of each player and media file that
4 constitutes the downloaded advertisement, a corresponding
5 network address at which said each file can be accessed,
6 configuration information for at least one of the player
7 files for properly configuring a corresponding player to
8 render an associated media file.

1 Claim 67 (previously presented): The method recited in
2 claim 66 wherein the Ad Controller applet comprises a play
3 queue, further comprising the steps of:

4 once all the advertising files specified in an
5 associated Ad Descriptor file for a corresponding
6 advertisement, reside in the browser storage on the
7 computer, inserting the associated Ad Descriptor file into
8 an end of the play queue; and

9 in response to the user-initiated event and during the
10 ensuing interstitial interval, processing advertising files
11 specified in a specific Ad Descriptor file then situated at
12 a head of the play queue so as to render, through the output
13 device, an advertisement, corresponding to the specific Ad
14 Descriptor file, to the user.

Claim 68 (canceled)

1 Claim 69 (previously amended): The method recited in
2 claim 67 further comprising the steps, performed by the
3 processor, in response to executing the tag, of:
4 determining, through the agent, whether a new version
5 of either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a
7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and
10 if said new version exists on the distribution server,
11 downloading the new version from the distribution server
12 into the browser storage and executing the new version in
13 lieu of the corresponding version.

Claim 70 (canceled)

1 Claim 71 (previously amended): The apparatus recited in
2 claim 108 wherein the code comprises an advertising tag, the
3 management server comprises an advertising server and the
4 information object comprises a web advertisement.

1 Claim 72 (previously presented): The apparatus recited in
2 claim 71 wherein said one file comprises an Ad Descriptor
3 file or at least one advertising file specified in the Ad
4 Descriptor file, the advertising file being either a media
5 file or a player file.

1 Claim 73 (previously presented): The apparatus recited in
2 claim 72 wherein the advertising code comprises an

3 advertising tag and the processor, in response to execution
4 of the tag:

5 dynamically writes a plurality of predefined applet
6 tags that collectively implement a script into the first web
7 page; and

8 downloads, in response to subsequent execution of the
9 script, an agent from a predefined distribution server into
10 the memory and thereafter instantiates and executes the
11 agent.

1 Claim 74 (previously presented): The apparatus recited in
2 claim 73 wherein the user-initiated event is an affirmative
3 action taken by the user, through a web browser, to navigate
4 from the first web page to the next successive web page,
5 wherein the action comprises a mouse click, a key depression
6 or a user-invoked state change in a stored history of web
7 pages previously visited by the user.

1 Claim 75 (previously amended): The apparatus recited in
2 claim 74 wherein the processor, in response to the stored
3 executable instructions, executes the first web page,
4 including the tag, under the web browser, and subsequently
5 the agent.

1 Claim 76 (previously presented): The apparatus recited in
2 claim 75 wherein the processor, in response to execution of
3 the agent, overrides default life cycle methods defined in
4 the web browser with corresponding substitute methods such
5 that the agent persistently remains in browser storage as
6 the browser transitions across successive web pages and
7 different web sites.

1 Claim 77 (previously presented): The apparatus recited in
2 claim 76 wherein the agent comprises a Transition Sensor
3 applet and an Ad Controller applet, and the processor,
4 during execution of the Transition Sensor:

5 instantiates and starts execution of the Ad Controller
6 applet; and

7 monitors a user click-stream so as to detect the
8 user-initiated event such that the processor:

9 instructs the Ad Controller applet to download the
10 Ad Descriptor file for the web advertisement from the
11 advertising server into the browser storage on the computer;
12 and

13 in response to an occurrence of the event,
14 instructs the Ad Controller applet to cease any download of
15 a further advertisement file specified in the Ad Descriptor
16 file, to the extent any downloading of said further
17 advertisement file is then occurring, and initiates
18 processing through the browser, of files for an
19 advertisement that has been previously downloaded and is
20 currently ready to be rendered so as to render the
21 previously downloaded advertisement during the next
22 interstitial interval to the user.

1 Claim 78 (previously amended): The apparatus recited in
2 claim 77 wherein the processor, as a result of the
3 corresponding substitute methods, causes the Ad Controller
4 and Transition Sensor applets to persistently remain in the
5 browser storage as the browser transitions across successive
6 web pages and different web sites.

Claim 79 (canceled)

1 Claim 80 (previously presented): The apparatus recited in
2 claim 78 wherein the processor in response to executing the
3 tag:

4 determines, through the agent, whether a new version of
5 either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a
7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and

10 if said new version exists on the distribution server,
11 downloads the new version from the distribution server into
12 the browser storage and executes the new version in lieu of
13 the corresponding version.

1 Claim 81 (previously amended): The apparatus recited in
2 claim 78 wherein the advertising tag further comprises first
3 and second components, the first and second components
4 specifying the script and the advertising server,
5 respectively.

1 Claim 82 (previously presented): The apparatus recited in
2 claim 81 wherein the processor, during execution of the Ad
3 Controller applet and in response to the second component
4 contained in the tag, downloads the Ad Descriptor file
5 originating from the advertising server specified in the
6 second component.

1 Claim 83 (previously presented): The apparatus recited in
2 claim 82 wherein the Ad Descriptor file comprises a manifest
3 of names of a plurality of predefined advertising files and

4 associated configuration information necessary to properly
5 play the downloaded advertisement through the browser.

1 Claim 84 (previously amended): The apparatus recited in
2 claim 83 wherein the advertising files comprise at least one
3 media file, or at least one player file necessary to render
4 the one media file.

1 Claim 85 (previously amended): The apparatus recited in
2 claim 84 wherein the Ad Descriptor file comprises a list
3 having: a name of each player and media file that
4 constitutes the downloaded advertisement, a corresponding
5 network address at which said each file can be accessed,
6 configuration information for at least one of the player
7 files for properly configuring a corresponding player to
8 render an associated media file.

1 Claim 86 (previously presented): The apparatus recited in
2 claim 85 wherein the Ad Controller applet comprises a play
3 queue, wherein, the processor during execution of the Ad
4 Controller applet:

5 once all the advertising files specified in an
6 associated Ad Descriptor file for a corresponding
7 advertisement, reside in the browser storage on the
8 computer, inserts the associated Ad Descriptor file into an
9 end of the play queue; and

10 in response to the user-initiated event and during the
11 ensuing interstitial interval, processes advertising files
12 specified in a specific Ad Descriptor file then situated at
13 a head of the play queue so as to render, through the output

14 device, an advertisement, corresponding to the specific Ad
15 Descriptor file, to the user.

Claim 87 (canceled)

1 Claim 88 (previously amended): The apparatus recited in
2 claim 86 wherein the processor in response to executing the
3 tag:
4 determines, through the agent, whether a new version of
5 either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a
7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and
10 if said new version exists on the distribution server,
11 downloads the new version from the distribution server into
12 the browser storage and executes the new version in lieu of
13 the corresponding version.

1 Claim 89 (previously presented): The apparatus recited in
2 claim 72 wherein the user-initiated event is an affirmative
3 action taken by the user, through a browser, to navigate
4 from the first web page to the next successive web page,
5 wherein the action comprises a mouse click, a key depression
6 or a user-invoked state change in a stored history of web
7 pages previously visited by the user.

1 Claim 90 (previously amended): The apparatus recited in
2 claim 89 wherein the processor in response to the stored
3 executable instructions, executes the first web page,

4 comprising the tag, under the web browser, and subsequently
5 the agent.

1 Claim 91 (previously presented): The apparatus recited in
2 claim 90 wherein the processor, in response to execution of
3 the agent of, overrides default life cycle methods defined
4 in the web browser with corresponding substitute methods
5 such that the agent persistently remains in browser storage
6 as the browser transitions across successive web pages and
7 different web sites.

1 Claim 92 (previously presented): The apparatus recited in
2 claim 91 wherein the agent comprises a Transition Sensor
3 applet and an Ad Controller applet, and the processor,
4 during execution of the Transition Sensor applet:

5 instantiates and starts execution of the Ad Controller
6 applet; and

7 monitors a user click-stream so as to detect the
8 user-initiated event such that the processor:

9 instructs the Ad Controller applet to download the
10 Ad Descriptor file for the web advertisement from the
11 advertising server into the browser storage on the computer;
12 and

13 in response to an occurrence of the event,
14 instructs the Ad Controller applet to cease any download of
15 a further advertisement file specified in the Ad Descriptor
16 file, to the extent any downloading of said further
17 advertisement file is then occurring, and initiates
18 processing, through the browser, of files for an
19 advertisement that has been previously downloaded and is
20 currently ready to be rendered so as to render the

21 previously downloaded advertisement during the next
22 interstitial interval to the user.

1 Claim 93 (previously amended): The apparatus recited in
2 claim 92 wherein the processor, as a result of the
3 corresponding substitute methods, causes the Ad Controller
4 and Transition Sensor applets to persistently remain in the
5 browser storage as the browser transitions across successive
6 web pages and different web sites.

Claim 94 (canceled)

1 Claim 95 (previously presented): The apparatus recited in
2 claim 93 wherein the processing in response to executing the
3 tag:
4 determines, through the agent, whether a new version of
5 either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a
7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and
10 if said new version exists on the distribution server,
11 downloads the new version from the distribution server into
12 the browser storage and executing the new version in lieu of
13 the corresponding version.

1 Claim 96 (previously presented): The apparatus recited in
2 claim 93 wherein the output device is a display.

1 Claim 97 (previously amended): The apparatus recited in
2 claim 93 wherein the advertising tag further comprises a
3 component specifying the advertising server.

1 Claim 98 (previously presented): The apparatus recited in
2 claim 97 wherein the processor, during execution of the Ad
3 Controller applet and in response to the second component
4 contained in the tag, downloads the Ad Descriptor file
5 originating from the advertising server specified in the
6 second component.

1 Claim 99 (previously presented): The apparatus recited in
2 claim 98 wherein the Ad Descriptor file comprises a manifest
3 of names of a plurality of predefined advertising files and
4 associated configuration information necessary to properly
5 play the downloaded advertisement through the browser.

1 Claim 100 (previously amended): The apparatus recited in
2 claim 99 wherein the advertising files comprise at least one
3 media file or at least one player file necessary to render
4 the one media file.

1 Claim 101 (previously presented): The apparatus recited in
2 claim 100 wherein the Ad Descriptor file comprises a list
3 having: a name of each player and media file that
4 constitutes the downloaded advertisement, a corresponding
5 network address at which said each file can be accessed,
6 configuration information for at least one of the player
7 files for properly configuring the corresponding player to
8 render an associated media file.

1 Claim 102 (previously presented): The apparatus recited in
2 claim 101 wherein the Ad Controller applet comprises a play
3 queue, wherein the processor, in response to the stored
4 executable instructions:

5 once all the advertising files specified in an
6 associated Ad Descriptor file for a corresponding
7 advertisement, reside in the browser storage on the
8 computer, inserts the associated Ad Descriptor file into an
9 end of the play queue; and

10 in response to the user-initiated event and during the
11 ensuing interstitial interval, processes advertising files
12 specified in a specific Ad Descriptor file then situated at
13 a head of the play queue so as to render, through the output
14 device, an advertisement, corresponding to the specific Ad
15 Descriptor file, to the user.

Claim 103 (canceled)

1 Claim 104 (previously amended): The apparatus recited in
2 claim 102 wherein the processor, in response to executing
3 the tag:

4 determines, through the agent, whether a new version of
5 either the Transition Sensor applet or the Ad Controller
6 applet then resides on the distribution server relative to a
7 corresponding version, if any, of the Transition Sensor and
8 Ad Controller applets, respectively, then residing in the
9 browser storage; and

10 if said new version exists on the distribution server,
11 downloads the new version from the distribution server into
12 the browser storage and executes the new version in lieu of
13 the corresponding version.

1 Claim 105 (previously amended): The apparatus recited in
2 claim 102 wherein the output device is a display.

1 Claim 106 (previously amended): A computer readable medium
2 storing a first web page wherein the first web page
3 comprises a plurality of computer readable instructions, the
4 instructions representing page content and containing
5 embedded code, wherein the code, when executed by a client
6 computer during processing the instructions on the web page
7 results in an interstitial display of an information object
8 by causing the computer to:

9 communicate a request to a network server;

10 as a result of the request, download, from a management
11 server different from the network server and while the
12 computer renders the first web page to a user through an
13 output device operative in conjunction with the computer, at
14 least one file which is to be subsequently employed, by the
15 processor, to interstitially render the information object,
16 the information object being selected by the management
17 server; and

18 in response to a user-initiated event, detected by the
19 computer, for transitioning from the first web page to a
20 next successive web page and which signifies a start of a
21 next interstitial interval, process the one file so as to
22 render the information object through the output device to
23 the user during the interval and separately from the first
24 web page; and

25 wherein neither the code nor the first web page
26 references the information object or said at least one file,
27 specifies a location of the object itself or said at least
28 one file or contains any content from the object or said at

29 least one file such that use of the code eliminates a need
30 to include content for the information object or said at
31 least one file or an address of the object or said at least
32 one file within the first web page, when the first web page
33 is stored or rendered, thereby substantially decoupling the
34 object and said at least one file from the first web page
35 itself.

1 Claim 107 (previously amended): A method for interstitially
2 rendering an information object and use in a computer having
3 a processor and a memory, the memory connected to the
4 processor and storing both computer executable instructions
5 and a first web page, the first web page having a plurality
6 of computer readable instructions representing page content
7 and containing embedded code, the method comprising the
8 steps performed by the processor, in response to the
9 executable instructions and as a result of executing the
10 code during processing the instructions on the web page, of:
11 communicating a request to a network server;
12 as a result of the request, downloading, from a
13 management server different from the network server and
14 while the computer renders the first web page to a user
15 through an output device operative in conjunction with the
16 computer, at least one file which is to be subsequently
17 employed, by the processor, to interstitially render the
18 information object, the information object being selected by
19 the management server; and
20 in response to a user-initiated event detected by the
21 computer for transitioning from the first web page to a next
22 successive web page and which signifies a start of a next
23 interstitial interval, processing the one file so as to

24 render the object through the output device to the user
25 during the interval and separately from the first web page;
26 wherein neither the code nor the first web page
27 references the information object or said at least one file,
28 specifies a location of the object itself or said at least
29 one file or contains any content from the object or said at
30 least one file such that use of the code eliminates a need
31 to include content for the object or said at least one file
32 or an address of the object or said at least one file within
33 the first web page, when the first web page is stored or
34 rendered, thereby substantially decoupling the object and
35 said at least one file from the first web page itself.

1 Claim 108 (previously amended): Apparatus for interstitially
2 rendering an information object in response to a first web
3 page containing embedded code, the apparatus comprising:

4 a processor; and

5 a memory, the memory connected to the processor and
6 storing both computer executable instructions and the first
7 web page, the first web page having a plurality of computer
8 readable instructions representing page content and the
9 embedded code;

10 wherein the processor, in response to the executable
11 instructions and as a result of executing the code during
12 processing the instructions on the web page:

13 communicates a request to a network server;

14 as a result of the request, downloads, from a
15 management server different from the network server and
16 while the computer renders the first web page to a user
17 through an output device operative in conjunction with the
18 computer, at least one file which is to be subsequently

19 employed, by the processor, to interstitially render the
20 information object, the information object being selected by
21 the management server; and

22 in response to a user-initiated event detected by
23 the computer for transitioning from the first web page to a
24 next successive web page and which signifies a start of a
25 next interstitial interval, processes the one file so as to
26 render the information object through the output device to
27 the user during the interval and separately from the first
28 web page; and

29 wherein neither the code nor the first web page
30 references the information object or said at least one file,
31 specifies a location of the object itself or said at least
32 one file or contains any content from the object or said at
33 least one file such that use of the code eliminates a need
34 to include content for the information object or said at
35 least one file or an address of the object or said at least
36 one file within the first web page, when the first web page
37 is stored or rendered, thereby substantially decoupling the
38 object and said at least one file from the first web page
39 itself.